



Order / Rev: 691044  
 Alt Order #: 06179934  
 Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE  
 Product Desc: NRCC-IE 2012  
 Estimate: 2604

WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 6	WKYC	10/19/12	10/19/12	M-F	6-7a	CM	6a-7a		-----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00											
Channel 3 News Today @ 6AM																												
CH3 NEWS TODAY																												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/15/12	10/21/12	-----F--	1	\$1,200.00	0.00																							
E 7	WKYC	10/19/12	10/19/12	Nightly	News	CM	M-Su	6:28p-7p	-----F--	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00											
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E 8	WKYC	10/19/12	10/19/12	M-F	7-9a Today	CM	7a-9a		-----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00											
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Week: 10/15/12	10/21/12	-----F--	1	\$1,500.00	0.00																							
E 9	WKYC	10/19/12	10/19/12	M-F	730-8p	CM	730-8p		-----F--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00											
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Week: 10/15/12	10/21/12	-----F--	1	\$1,600.00	0.00																							
E 10	WKYC	10/19/12	10/19/12	Fri	Prime B	CM	9-10p		-----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00											
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GRIMM-NBC																												
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Week: 10/15/12	10/21/12	-----F--	1	\$2,800.00	0.00																							
E 11	WKYC	10/22/12	10/22/12	M-F	11-1135p	CM	11-1135p		M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00											
Channel 3 News at 11p M-F																												
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Week: 10/22/12	10/28/12	M-----	1	\$2,000.00	0.00																							
E 12	WKYC	10/22/12	10/22/12	Tonight Show		CM	1135p-1237a		M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/22/12	10/28/12	M-----	1	\$900.00	0.00																							
E 13	WKYC	10/22/12	10/22/12	M-F	4-5p	CM	4p-5p		M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00											
Ellen Degeneres																												
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Week: 10/22/12	10/28/12	M-----	1	\$600.00	0.00																							
E 14	WKYC	10/22/12	10/22/12	M-F	5-6a	CM	5a-6a		M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00											
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Week: 10/22/12	10/28/12	M-----	1	\$500.00	0.00																							
E 15	WKYC	10/22/12	10/22/12	M-F	5-6p	CM	5p-6p		M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00											
Dr. Phil																												
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Week: 10/22/12	10/28/12	M-----	1	\$1,000.00	0.00																							
E 16	WKYC	10/22/12	10/22/12	M-F	6-630p	CM	6p-630p		M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00											
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E 17	WKYC	10/22/12	10/22/12	M-F	6-7a	CM	6a-7a		M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00											
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E 18	WKYC	10/22/12	10/22/12			CM	M-Su	6:28p-7p	M-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00											

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WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																			
E 29	WKYC	10/25/12	10/25/12	M-F	5-6a	CM	5a-6a		---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00																			
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Week: 10/22/12	10/28/12	---T---	1	\$500.00	0.00																															
E 30	WKYC	10/25/12	10/25/12	M-F	5-6p	CM	5p-6p		---T---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00																			
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Week: 10/22/12	10/28/12	---T---	1	\$1,000.00	0.00																															
E 31	WKYC	10/25/12	10/25/12	M-F	6-630p	CM	6p-630p		---T---	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00																			
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Credited																																				
E 32	WKYC	10/25/12	10/25/12	M-F	6-7a	CM	6a-7a		---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00																			
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E 33	WKYC	10/25/12	10/25/12	Nightly News	Nightly News	CM	M-Su	6:28p-7p	---T---	:30	1	\$2,200.00	P-5	0.00	NM	1	\$4,000.00																			
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E 35	WKYC	10/25/12	10/25/12	M-F	730-8p	CM	730-8p		---T---	:30	1	\$1,600.00	P-3	0.00	NM	3	\$1,600.00																			
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See MG 35.2,35.3,35.4 [Prgm Change]																																				
2 NKYC 10/20/12-10/20/12 Browns Insider																																				
SA 1030-11a																																				
3 NKYC 10/19/12-10/19/12 M-F 10-11a																																				
10a-11a																																				
4 NKYC 10/19/12-10/19/12 M-F 5-6p																																				
5p-6p																																				
E 36	WKYC	10/23/12	10/23/12	M-F	11-1135p	CM	11-1135p		-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00																			
Channel 3 News at 11p M-F																																				
CH 3 NWS AT 11																																				
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/22/12</td> <td>10/28/12</td> <td>-T-----</td> <td>1</td> <td>\$2,000.00</td> <td>0.00</td> </tr> </tbody> </table>																	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	-T-----	1	\$2,000.00	0.00								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																															
Week: 10/22/12	10/28/12	-T-----	1	\$2,000.00	0.00																															
E 37	WKYC	10/23/12	10/23/12	Tonight Show		CM	1135p-1237a		-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00																			

Order / Rev: 691044  
Alt Order #: 06179934  
Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE  
Product Desc: NRCC-IE 2012  
Estimate: 2604

WKYC

Order / Rev: 691044  
 Alt Order #: 06179934  
 Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE  
 Product Desc: NRCC-IE 2012  
 Estimate: 2604

WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
CH3 NEWS SUNRS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/22/12	10/28/12	--W----		1		\$500.00										
E 48	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil		CM	5p-6p		--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
DR. PHIL																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/22/12	10/28/12	--W----		1		\$1,000.00										
E 49	WKYC	10/24/12	10/24/12	M-F 6-630p Channel 3 News at 6p		CM	6p-630p		--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00	
CH 3 NWS AT 6																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/22/12	10/28/12	--W----		1		\$1,800.00										
E 50	WKYC	10/24/12	10/24/12	M-F 6-7a Channel 3 News Today @ 6AM		CM	6a-7a		--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00	
CH3 NEWS TODAY																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/22/12	10/28/12	--W----		1		\$1,200.00										
E 51	WKYC	10/24/12	10/24/12	Nightly News Nightly News		CM	M-Su 6:28p-7p		--W----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00	
NBC NITELY NWS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/22/12	10/28/12	--W----		1		\$2,200.00										
Spot	Ch	Date Range	Description				<u>Start/End Time</u>					<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12	Nightly News				M-Su 6:28p-7p					--W-----	:30	(\$2,200.00)	0.00	NM		
See MG 51.2 [NA/Oversold]																		
2	NKYC	10/24/12-10/24/12	Wed Prime A				8-9p					--W-----	:30	\$2,200.00	0.00	NM		
Ⓜ MG for 51.1 10/24																		
E 52	WKYC	10/24/12	10/24/12	M-F 7-9a Today Today Show		CM	7a-9a		--W----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00	
TODAY SHW																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/22/12	10/28/12	--W----		1		\$1,500.00										
E 53	WKYC	10/24/12	10/24/12	M-F 730-8p Entertainment Tonight		CM	730-8p		--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00	
ENT TONIGHT 30																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/22/12	10/28/12	--W----		1		\$1,600.00										
Totals																		
																53	\$70,600.00	